

Business news

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Getting teeth into partnership

A NEW marketing company is set to get its teeth into the Worcestershire business world.

Piranah Marketing, based at Top Barn Business Centre, Holt Heath, has been formed as a partnership between Aardvark Marketing Consultants and Piranha Marketing Solutions.

Chris and Gill Hutchinson, who together run Aardvark Marketing Consultants, have been offering advice to businesses for the last six years. "We help with marketing strategy, planning, customer research and how to measure the effectiveness of marketing activities," Mrs Hutchinson said.

"By forming a new partnership with Eddy Ankrett of Piranha Marketing Solutions we are now able to support our clients further with creative work to complement their marketing strategies."

Mr and Mrs Hutchinson will be managing the day-to-day running of Piranha Marketing.

Mr Ankrett said: "We are already at work on a number of new projects for local businesses which shows that customers value the breadth of knowledge, experience and products we can now offer."



JOINING FORCES: Chris Hutchinson, right, and his wife Gill have formed a new business partnership with Eddy Ankrett, centre.

Mrs Hutchinson said: "Piranha has been providing design, websites, copywriting and direct marketing for more than four years so we are very excited to be joining forces."

"We believe that Aardvark clients can benefit from the creative talent of Piranha and Piranha clients can increase their marketing effectiveness by consulting Aardvark."